

WHAT IS CLAIMED IS:

1        1.    A method for pricing a classified advertisement, said  
2 method comprising:

3            receiving text of a classified advertisement from an  
4 advertiser, the classified advertisement to be provided access  
5 to at least one of a plurality of device types;

6            substantially simultaneously formatting the text of  
7 the classified advertisement for at least two of the plurality  
8 of device types;

9            displaying the classified advertisement as formatted  
10 for the device types;

11            determining a price for the classified advertisement  
12 as formatted for the device types; and

13            displaying the price.

14        2.    The method according to claim 1, further comprising  
15 receiving at least one selection for at least one of the device  
16 types to distribute the classified advertisement.

17        3.    The method according to claim 1, further comprising  
18 receiving a selection for a category to place the classified  
19 advertisement.

1        4.    The method according to claim 1, further comprising  
2 receiving a start date to begin running the classified  
3 advertisement.

1        5.    The method according to claim 1, further comprising  
2 computing a total price based on a selection of the device types  
3 to provide access to the classified advertisement.

1        6.    The method according to claim 1, wherein the  
2 classified advertisement includes an image.

1        7.    The method according to claim 1, wherein the image is  
2 a photograph.

1        8.    The method according to claim 1, wherein the  
2 advertiser of the advertisement includes at least one of an  
3 individual and a commercial enterprise.

1        9. A system for pricing a classified advertisement, said  
2 system comprising:

3            means for receiving text of a classified advertisement  
4 from an advertiser, the classified advertisement to be provided  
5 access to at least one of a plurality of device types;

6            means for substantially simultaneously formatting the  
7 text of the classified advertisement for at least two of the  
8 plurality of device types;

9            means for displaying the classified advertisement as  
10 formatted for the device types;

11           means for determining a price for the classified  
12 advertisement as formatted for the device types; and

13           means for displaying the price.

14        10. The system according to claim 9, further comprising  
15 means for receiving at least one selection for at least one  
16 device type to distribute the classified advertisement.

1        11. The system according to claim 9, further comprising  
2 means for receiving a selection for at least one category to  
3 place the classified advertisement.

1        12. The system according to claim 9, further comprising  
2 means for computing total price based on a selection of the  
3 device types to provide access to the classified advertisement.

1        13. The system according to claim 9, further comprising  
2 means for receiving a starting date to run the classified  
3 advertisement.

1        14. A computer-readable medium having stored thereon  
2 sequences of instructions, the sequences of instructions  
3 including instructions, when executed by a processor, causes the  
4 processor to:

5            receive text of a classified advertisement from an  
6 advertiser, the classified advertisement to be distributed to at  
7 least one of a plurality of device types;

8            substantially simultaneously format the text of the  
9 classified advertisement by at least two of the plurality of  
10 device types;

11           display the classified advertisement as formatted for  
12 the device types;

13           determine a price for the classified advertisement as  
14 formatted for the device types; and

15           display the price.

1        15. A graphical user interface (GUI) for providing a user  
2 input interface to place a classified advertisement, said GUI  
3 comprising:

4            a text area operable to receive text for the  
5 classified advertisement;

6            a plurality of text display areas operable to  
7 simultaneously display the text for the classified  
8 advertisement, the text displayed in the text areas having  
9 different formats; and

10           a plurality of price display areas, each of the  
11 plurality of price display areas being associated with a  
12 different text display area and operable to display a price for  
13 placing the advertisement based on the format of the text in the  
14 associated text display area.

1        16. The method according to claim 15, wherein each of the  
2 plurality of text display areas represent a different output  
3 device having access to the classified advertisement.

1        17. The method according to claim 15, wherein the  
2 different formats include a different number of characters per  
3 line.

1        18. The method according to claim 15, wherein the text in  
2 each of the text display areas are individually editable.

1        19. The method according to claim 15, wherein each price  
2 is based on a number of text lines in the associated text  
3 display area.

1        20. An online advertising publishing system for publishing  
2 advertisements, the system comprising:

3            a database for storing data associated with the  
4 advertisements;

5            an interface operable to receive the data associated  
6 with the advertisements from a plurality of input sources, at  
7 least one of the input sources being an order entry system  
8 operable to publish the data to print media; and

          means for distributing the data across a network.

1        21. The system according to claim 20, further comprising  
2 an interface operable to inspect and edit the data for each  
3 advertisement.

4        22. The system according to claim 20, wherein the database  
5 is a relational database.

6        23. The system according to claim 20, wherein the data is  
7 stored in said database in an object format.



1        24. The system according to claim 20, wherein at least one  
2 of the input sources is an online order entry system.

1        25. The system according to claim 20, wherein the network  
2 is the Internet.

1        26. The system according to claim 20, wherein the data  
2 includes an image.

1        27. The system according to claim 20, wherein the  
advertisements are classified advertisements.

1        28. The system according to claim 20, wherein the data is  
stored in a content markup language format.

1        29. The system according to claim 20, wherein the order  
2 entry system exclusively publishes data to print media.

1        30. The system according to claim 20, further comprising a  
2 translation engine coupled between the order entry system and  
3 said database.

1        31. A method for operating an online advertising system,  
2 comprising:

3            receiving data associated with advertisements from at  
4 least one data gathering source, the at least one data gathering  
5 source operating to publish the data to print media;

6            storing the received data from the at least one data  
7 gathering source; and

8            providing access to the stored received data to a  
9 plurality of device types.

10        32. The method according to claim 31, wherein the  
11 advertisements are classified advertisements.

12        33. The method according to claim 31, further comprising  
13 converting the data from a non-content markup language to a  
14 content markup language.

15        34. The method according to claim 31, further comprising  
16 editing the received data.

1           35. The method according to claim 31, wherein said storing  
2 of the received data is performed utilizing an object oriented  
3 format.

1           36. The method according to claim 31, further comprising  
2 distributing the data across a network.

1           37. The method according to claim 36, wherein the network  
2 is the Internet.

38. The method according to claim 31, further comprising  
converting the data to be distributed to a format particular to  
an output device.

1        39. A method for managing classified advertisements, said  
2 method comprising:

3            receiving a schedule for listing a classified  
4 advertisement;

5            receiving a selection of at least one device type from  
6 a plurality of device types to provide access to the classified  
7 advertisement; and

8            providing access to the classified advertisement to  
the at least one selected device type based on the schedule.

9            40. The method according to claim 39, wherein the device  
10 type includes at least one of the following: personal computer,  
11 mobile phone, personal digital assistant (PDA), satellite  
12 communication device, and pager.

13        41. The method according to claim 39, wherein said  
14 providing access includes distributing the classified to the at  
15 least one selected device type.

1        42. The method according to claim 39, further comprising  
2        posting the classified advertisement to a website in an object  
3        oriented format.

1        43. The method according to claim 39, further comprising:  
2        receiving a search request from a device of the  
3        selectable device types;  
4        searching for classified advertisements that satisfy  
5        the search request; and  
6        providing access to the classified advertisements that  
7        satisfy the search request to the device.

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1        44. The method according to claim 39, wherein the access  
2        includes enabling the classified advertisement to be listed by a  
3        search of the classified advertisements.

1        45. A system distributing classified advertisements, said  
2 system comprising:

3            means for receiving a schedule for a classified  
4 advertisement to be accessible;

5            means for receiving a selection of at least one device  
6 type from a plurality of device types to provide access to the  
7 classified advertisement; and

8            means for providing access to the classified  
9 advertisement to the at least one selected device type based on  
10 the schedule.